

10

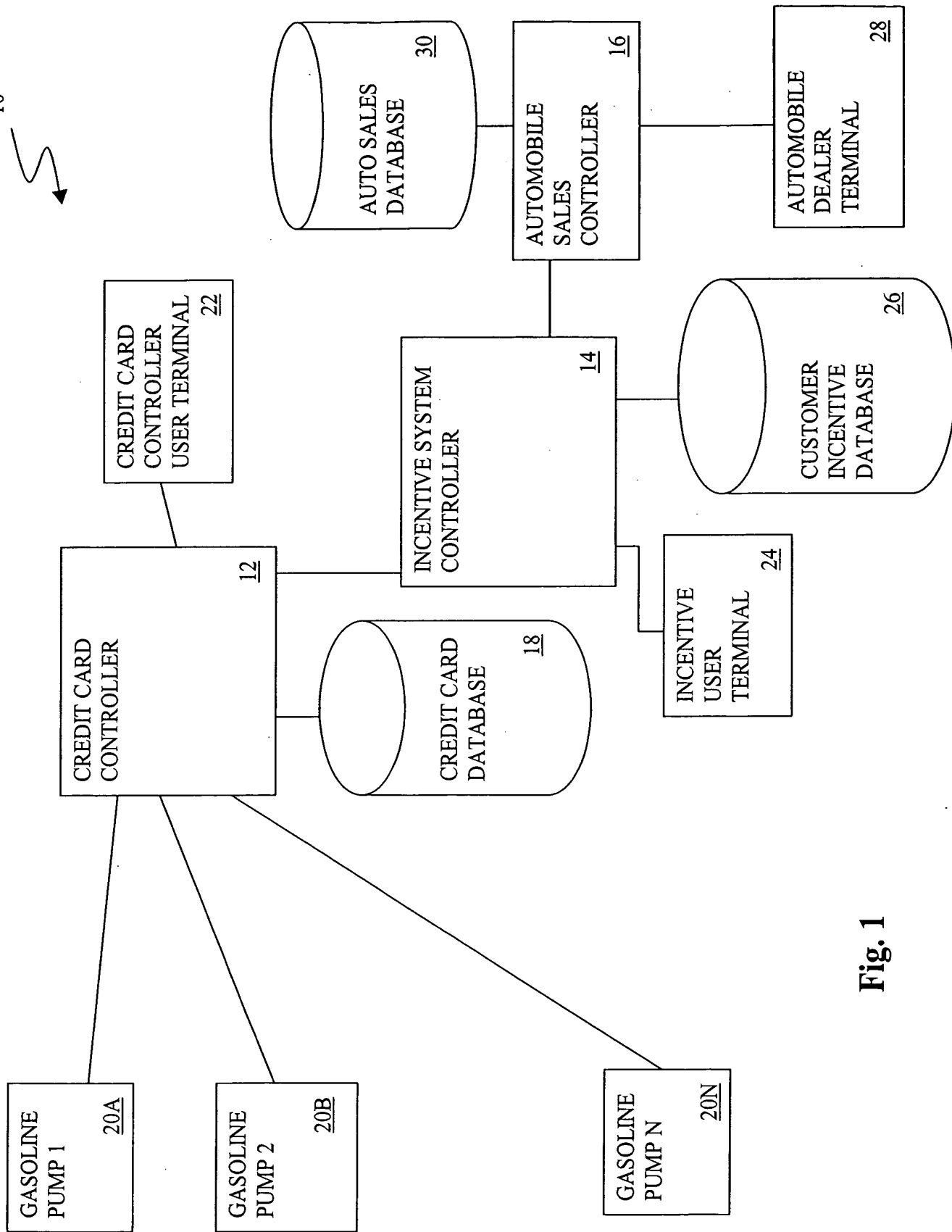


Fig. 1

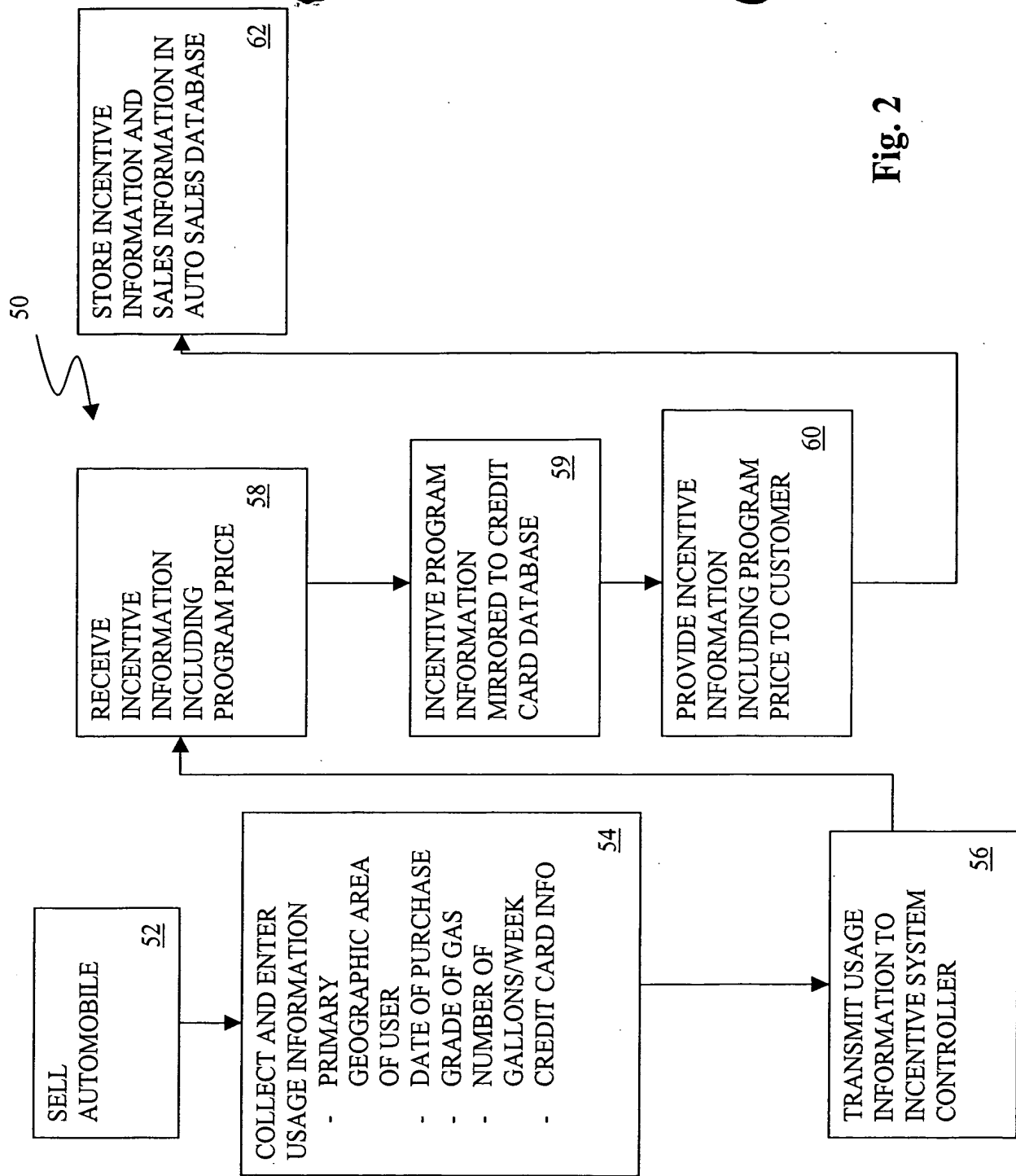


Fig. 2

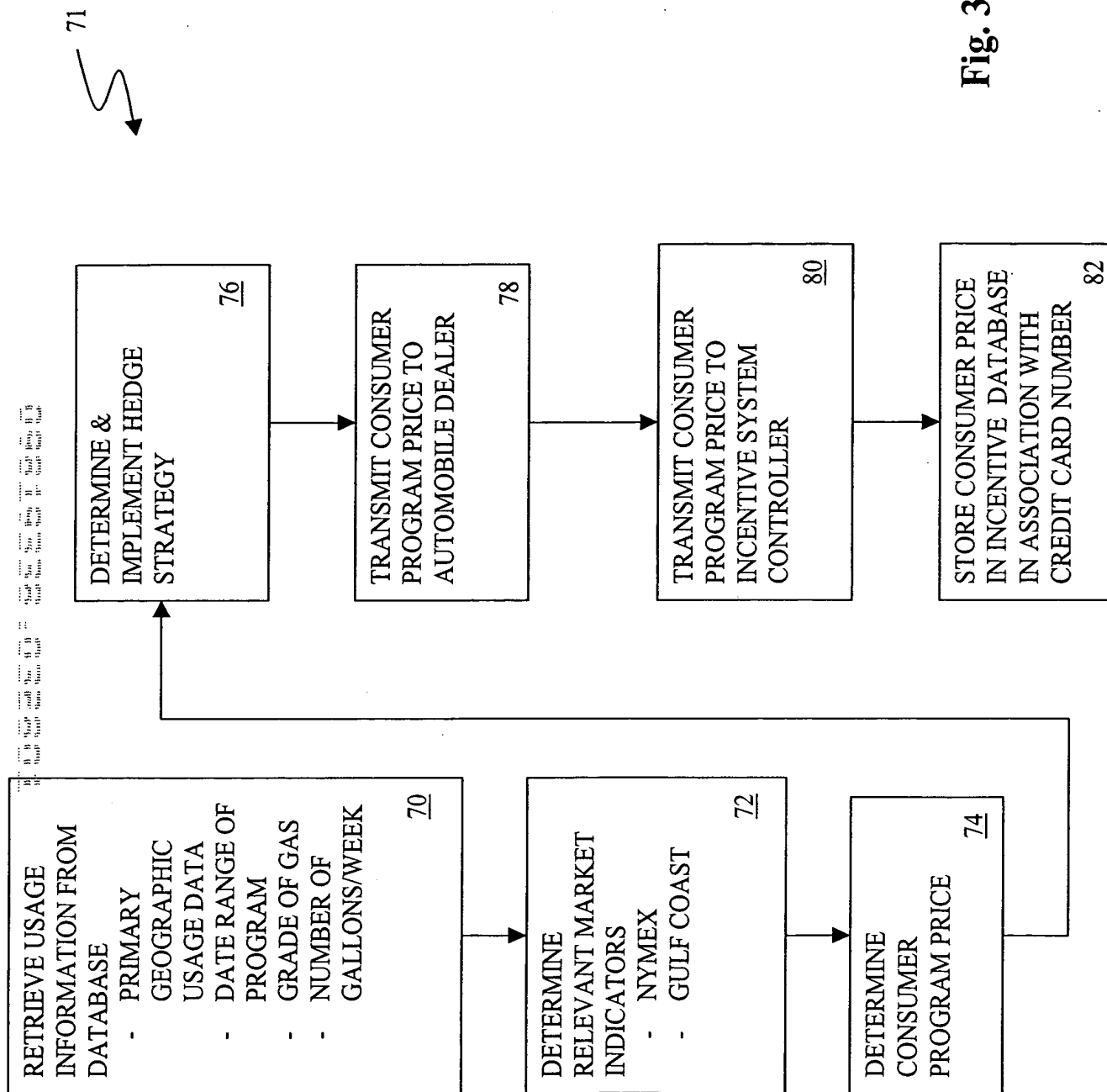


Fig. 3

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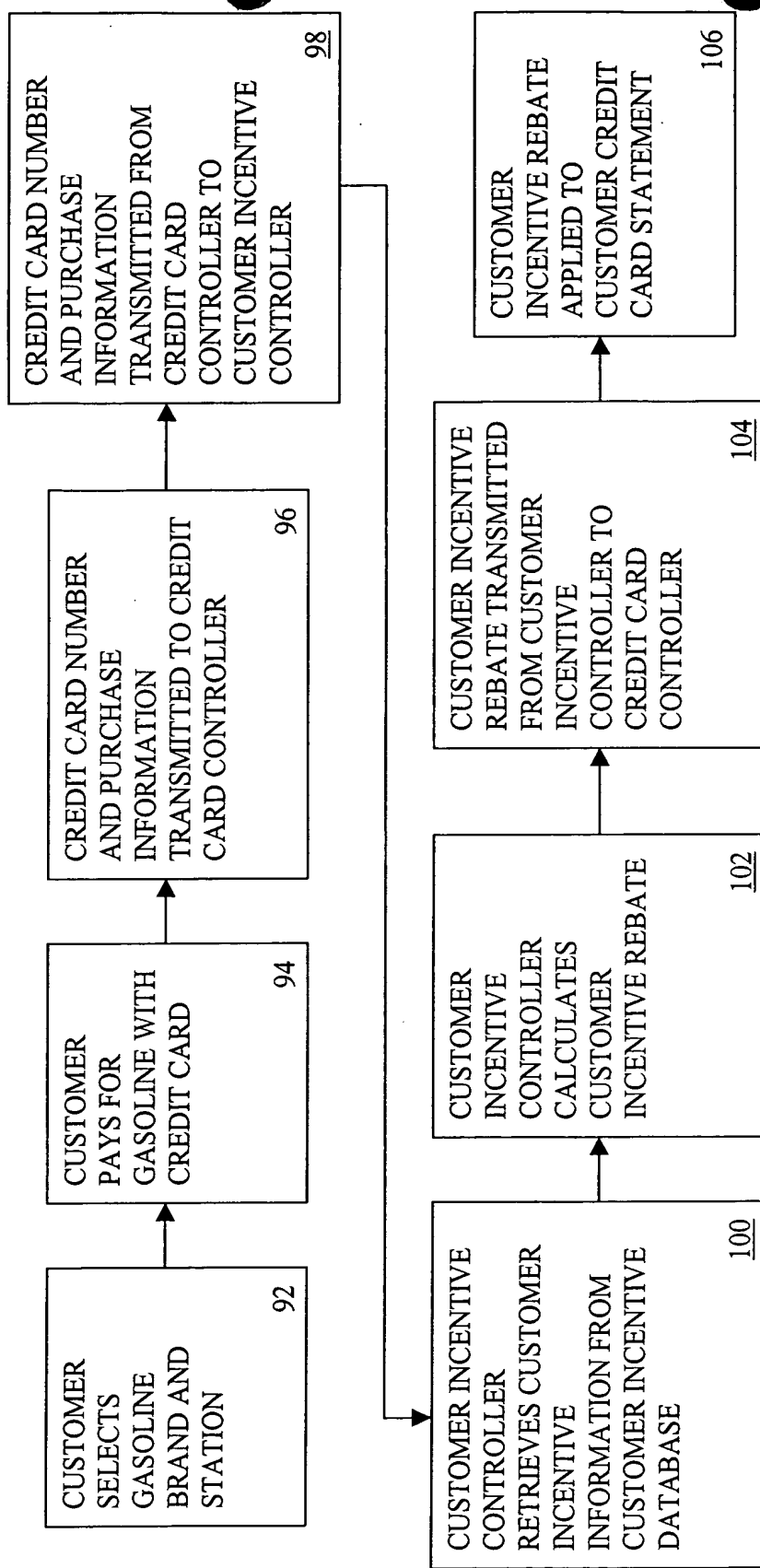


Fig. 4

CUSTOMER INCENTIVE DATABASE RECORD 36

CUSTOMER NAME	CREDIT CARD INFORMATION	GAS GRADE	GAS QUANTITY	PROGRAM PRICE	GALLONS USED THIS MONTH	DATE INFORMATION
JOHN SMITH	123-4567-8910	89 OCTANE BRAND A	40 GALLONS/MONTH	\$1.50	15	PURCHASE DATE, PROGRAM DATE RANGE
JANE DOE	234-5678-9101	90 OCTANE BRAND A	100 GALLONS/MONTH	\$1.60	40	PURCHASE DATE, PROGRAM DATE RANGE

Fig. 5

FIG. 6 is a schematic diagram of a gasoline purchase database record 40. The record 40 is shown as a table with six columns and two rows. The columns are labeled 40A through 40F. The rows are labeled 41A and 41B. The columns are: CUSTOMER NAME, CREDIT CARD INFORMATION, GAS GRADE, GALLONS OF GAS PURCHASED, RETAIL PUMP PRICE, and TAXES. The rows contain data for JOHN SMITH and JANE DOE.

GASOLINE PURCHASE DATABASE RECORD 40

	40A	40B	40C	40D	40E	40F
	CUSTOMER NAME	CREDIT CARD INFORMATION	GAS GRADE	GALLONS OF GAS PURCHASED	RETAIL PUMP PRICE	TAXES
41A	JOHN SMITH	123-4567-8910	89	10	\$2.00/GALLON	\$0.15/GALLON
41B	JANE DOE	234-5678-9101	90	20	\$2.25/GALLON	\$0.20/GALLON

Fig. 6

# AUTOMOBILE SALES DATABASE RECORD 44

CUSTOMER NAME	CUSTOMER INFORMATION & CREDIT CARD NUMBER	CUSTOMER INCENTIVE INFORMATION	INCENTIVE DATE INFORMATION	AUTOMOBILE SALES INFORMATION
JOHN SMITH	123-4567-8910	89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z
JANE DOE	234-5678-9101	90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L

Fig. 7

110

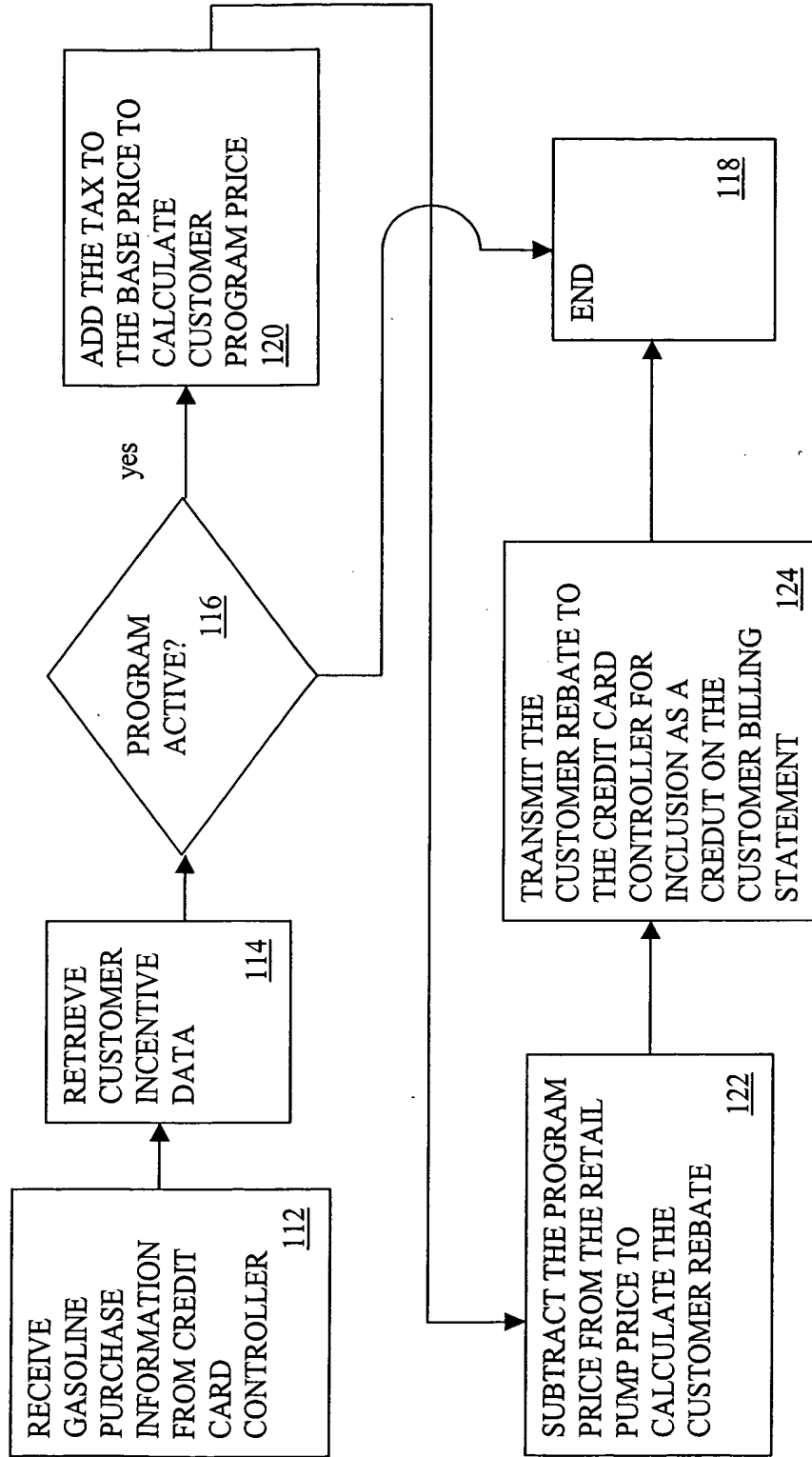


Fig. 8



# SAMPLE CALCULATION SPREADSHEET 111

VARIABLE	COST OR QUANTITY	DESCRIPTION OF VARIABLE OR CALCULATION
GASOLINE QUANTITY	15 GALLONS	QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP
RETAIL PUMP PRICE/GALLON	\$2.00	RETAIL PRICE PAID AT PUMP
TAXES/GALLON	\$0.20	TAXES IN RETAIL PRICE
TOTAL CUSTOMER RETAIL PRICE	\$30.00	GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON
PROGRAM PRICE/GALLON	\$1.50	AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE
TOTAL CUSTOMER INCENTIVE PRICE	\$25.50	(PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY
REBATE TO CUSTOMER	\$4.50	TOTAL CUSTOMER RETAIL PRICE - TOTAL CUSTOMER INCENTIVE PRICE

Fig. 9

# CREDIT CARD DATABASE RECORD 32

32A CUSTOMER NAME	32B CUSTOMER CREDIT CARD INFORMATION	32C INCENTIVE PROGRAM MEMBER?	32D INCENTIVE PROGRAM INFORMATION	32E OTHER CUSTOMER INFORMATION
JOHN SMITH	123-4567-8910	YES	AUTOMOBILE MANUFACTURER A	ADDRESS, ACCOUNT INFORMATION, ETC.
JANE DOE	234-5678-9101	YES	AUTOMOBILE MANUFACTURER A	ADDRESS, ACCOUNT INFORMATION, ETC.

33A

33B

Fig. 10